

Group Meeting Summary

February 15, 2008

Discussion Points:

- Equipment:
 - Dali, Sakshi, and Katrin to bring digital cameras (and subsequent memory cards and charged batteries)
 - Robin: SLR
 - Bas: audio recorder might be available if necessary
- Thursday interview roles:
 - Sakshi and Katrin: main interviewers and notetakers
 - Dali: videographer
 - Robin: photographer
- Methodologies to consider:
 - Interviews
 - Qualitative and quantitative analysis of back issues, coverage of controversial issues, etc.
 - Observation of editorial meetings and pre-release process (culling down content due to space limitations, headline creation, local stories—and possibly following someone on assignment)
 - Audience demographics and feedback
 - Case studies (integrated as sidebars in our profile?)
 - To be revisited based on information provided on Monday

Action Items (all due Monday after class unless otherwise indicated):

- **Web experts:** Dali, Katrin, and Sakshi
 - Pore over *The Voice's* Web site
 - Google competitors or coverage about *The Voice* elsewhere (what are other people saying about it? Competitors? Any controversial topics/opinions we should be aware of?)
 - **Brief** the rest of the group during Monday meeting on insights gleaned
- Working document for **Q&A** (this weekend): Robin
- High-level **"fact sheet"** (this weekend): Robin (will be supplemented by Web research on Monday)
- **Bullet points** of methodologies used/mentioned in readings, along with key ideas, charts, or documentation we can use in our project:
 - **Katrin:** Fraser, Husband, Hussain
 - **Dali:** Gross, Kunelius, Van Dijk
 - **Sakshi:** Hannerz, Rosaldo, Young
- Confirmation of Thursday meeting time and location: Robin

Upcoming Meetings:

- NEXT MEETING: Monday, February 19th after class
- Wednesday at 3 PM at Katrin's
- Thursday (tentative): 3 PM meeting with the managing editor (TBC)